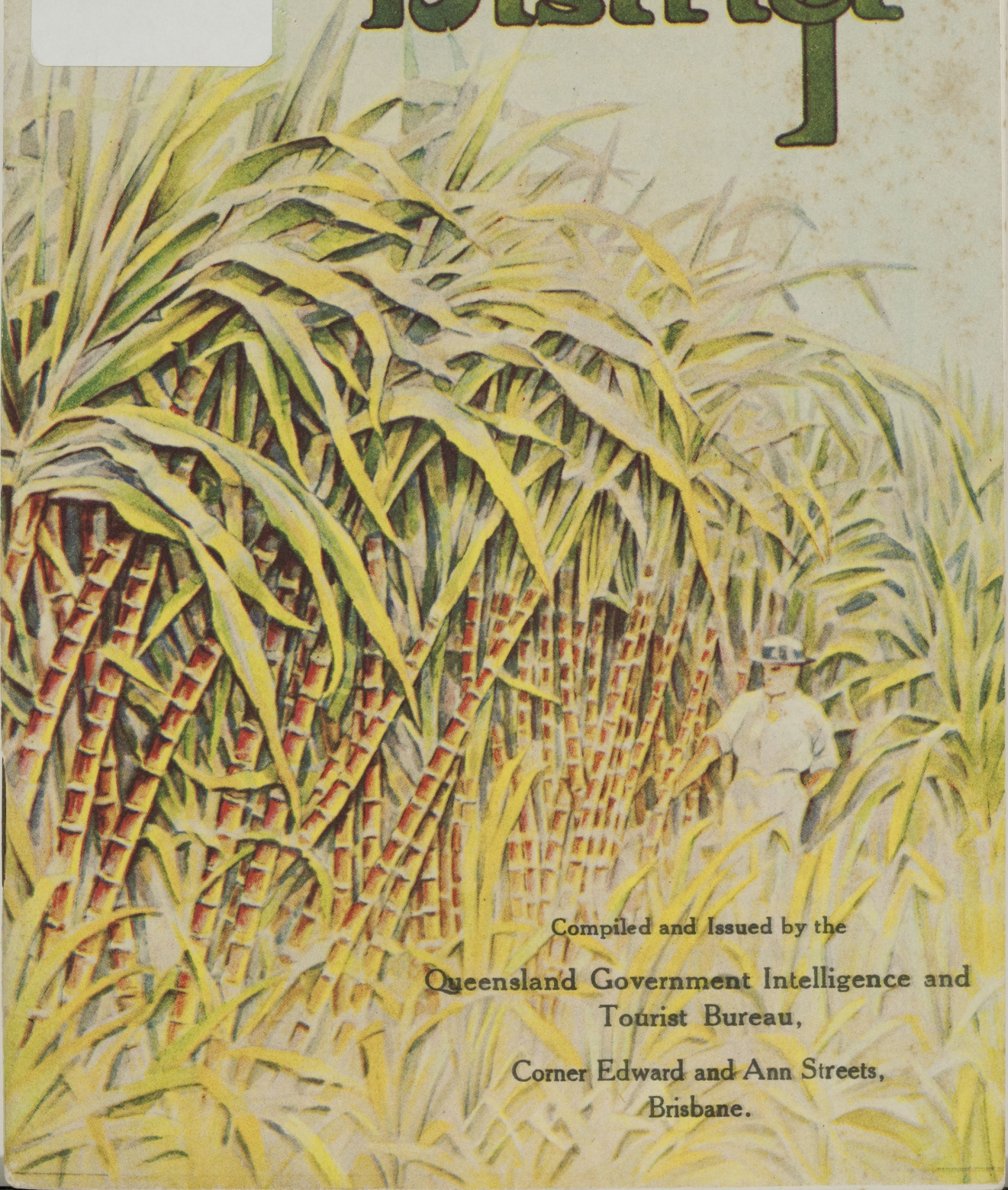


P
919.436
MAC
C3

Mackay District



Compiled and Issued by the
Queensland Government Intelligence and
Tourist Bureau,
Corner Edward and Ann Streets,
Brisbane.

P. T. DUNWORTH,

COMMISSION AGENT

AUCTIONEER . . .

FARMERS' AGENT .

DALRYMPLE'S BUILDINGS,
VICTORIA STREET - MACKAY.

THERE is not the slightest doubt but that the Mackay District offers splendid opportunities to the man who desires to engage in the Sugar Growing Industry, and, when we learned of the intention of the Queensland Government Tourist Bureau to publish this valuable Book, we determined to be represented by an advertisement. We believe it to be a **fact** that there is **no better district in the whole of Australia** for the man with small or medium capital. We have, from time to time, opportunities of comparing our values here with those of other Districts, and

We say that the Sugar Cane Growing Propositions here are Comparatively Cheap.

You can establish yourself here with **much less capital** than is required in other Cane Districts. Our Principal, **Mr. P. T. Dunworth**, has had Eighteen years' experience as a practical Cane Grower, knows the District as few know it, and is quite competent to advise on all matters pertaining to the Industry. Should you, **Mr. Reader**, feel a call to look into the prospects of this District—**obey it**. **When, in due course, you come along, remember that our service has something of value to offer you.** We know the District, have years of experience, and will not recommend any proposition that is not good. **Genuine enquirers will find our service at their disposal without reserve. Correspondence is invited. Lists of Farm Propositions on application.** We would, also, be glad to forward particulars of Hotels, Stores, Carrying, and other classes of Businesses to anyone who may be interested.

THE
Mackay District

NORTH QUEENSLAND

Fertile Sugar Areas
Delightful Seaside Resorts
A Coming Dairying District
Exhilarating Mountain Sanatoria

Second Edition, 1929

Compiled and Issued by
The Queensland Government Intelligence and Tourist Bureau
Corner Ann and Edward Streets, Brisbane

W. H. PAXTON & CO. LTD.

MACKAY,

*Wholesale Wine, Spirit, and
General Merchants.*

*Insurance, Shipping, Commission,
Custom House, and Forwarding Agents.*

Sole Agents for—

Highland Nectar Whisky
Pen'old's Port Wine
Carlton XXX Ale
Wolfe's Schnapps
Bulldog (Guinness') Stout
Reich's Lager
Melbourne Bitter Ale
Abbotsford Stout
Schweppes' Mineral Waters
and Cordials

Distributers of—

Lysaght's Galvanised Iron
Cockle Creek Cement
Durabestos and Celotex
IXL Jams, Fruits, and Tomato
Sauce
Holbrook's Sauce, Jellies,
Vinegar, etc.
Nestle's Milk & Confectionery
Grey's Cigarettes, 10's & 20's
Shirley's Cane Fertilisers

Shipping Agencies:

A.U.S.N. Co. Ltd.
British India S. N. Co. Ltd.
Eastern and Australian
Steamship Co Ltd.
P. & O. S. N. Co. Ltd., Royal
Mail Line.

P. & O. S. N. Co. Ltd., Branch
Service (via Cape and Suez)
Canadian Australasian Royal
Mail Line
Union Steamship Co. Ltd. of
New Zealand

Sub.Agents:

Anglo-Saxon Petroleum Co. Ltd.

AGENT FOR LLOYD'S, LONDON.

Cable and Telegraph Address: "PAXTONS," MACKAY.
'Phone 266.

INTRODUCTION.

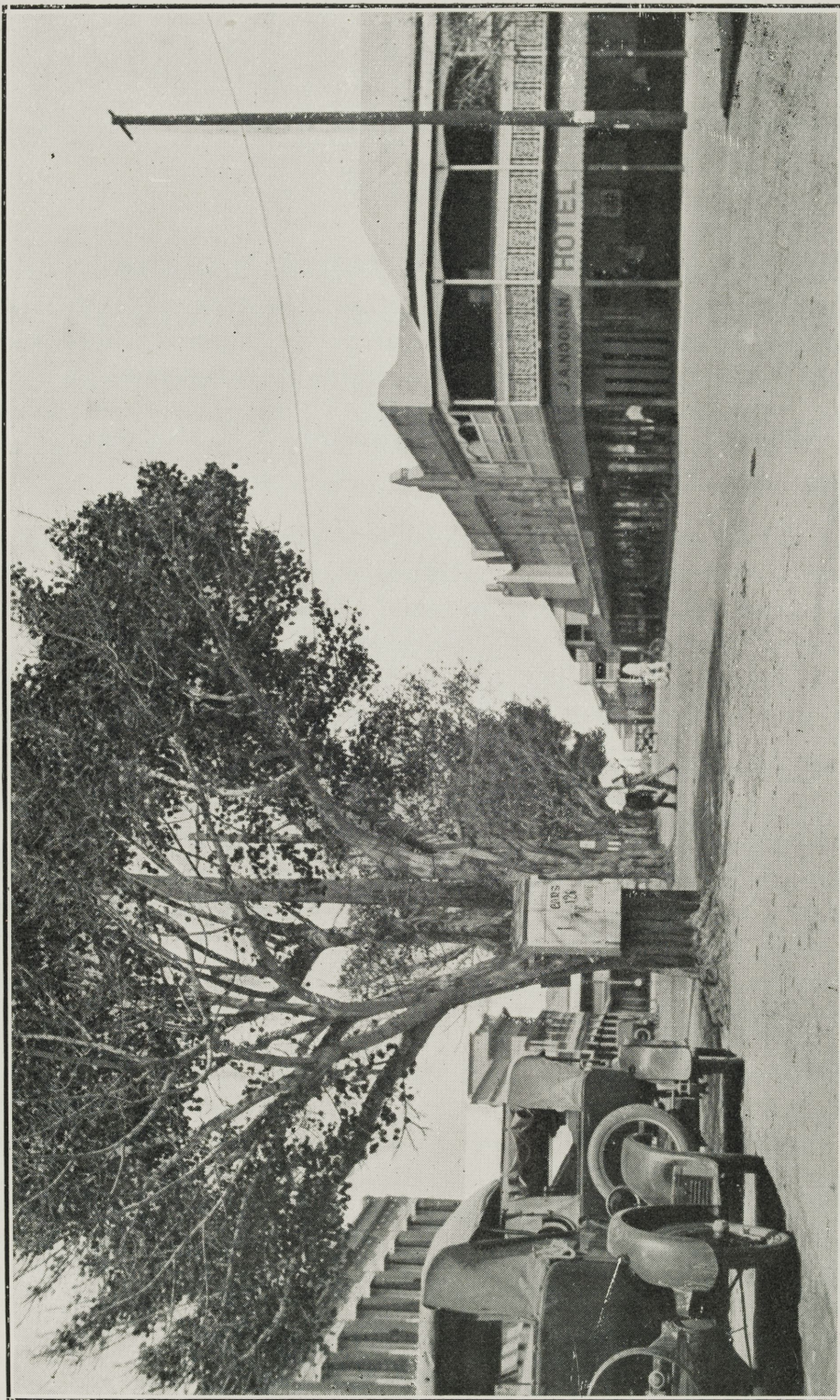


Many people resident in the Southern States of Australia are too prone to picture the northern portion of the Island Continent as an undesirable place of abode, a place where white people cannot live in comfort, a land of excessive heat and devoid of many conveniences. This is an entirely erroneous idea. Residents of the Mackay District are just as robust and energetic as those in any other part of Australia.

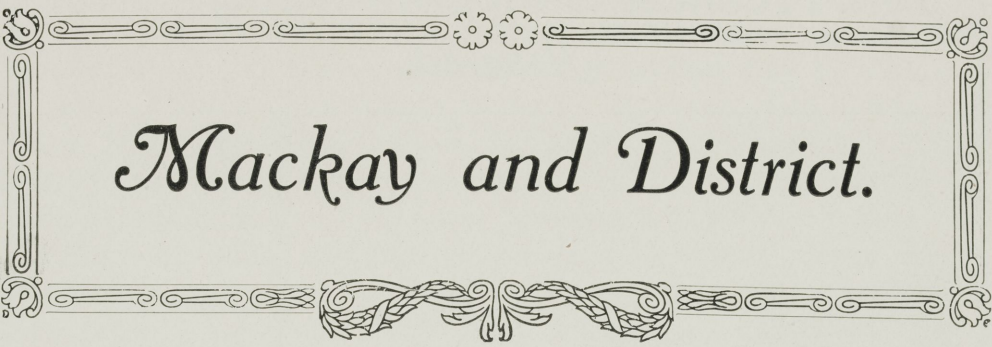
A striking feature of the District under review, and indeed of the whole of North Queensland, is the fact that it is very hard to induce those who have made a fortune to leave the North and go to live in the Southern States. They may be induced to depart for a holiday but the North always calls them back. They generally answer the call and return to their old home.

There is no greater hospitality extended to strangers in any part of Australia than in Mackay. The people are always glad to welcome new-comers. They are keen business people, but always find time for the "stranger within their gates." The District is a most desirable one in every respect, and to men with even small capital, and who are inclined to cane-farming, banana-growing, or dairying, it affords inducements which few parts of Australia can offer.

The opening of the Queensland North Coast Railway to Mackay has eliminated the former disabilities which tourists and travellers usually experienced in reaching this favoured coastal town—the Sugaropolis of the State—when the only means of access was by the sea route. A brief description of Mackay and District herein given should afford much useful information to visitors and intending settlers.



VICTORIA STREET, MACKAY.



Mackay and District.

Although Mackay is one of the most prosperous cities in Queensland, it is little known to tourists and the many thousands of travellers going up and down the coast by steamer. This important Northern city is 598 miles north of Brisbane by rail, or 540 miles by steamer. Until a few years ago, practically the only means of access was by the coastal steamer service. Many tourists would have been glad to visit Mackay and the rich district of which it is the centre, but the inconvenience of having to tranship at the Flat-top anchorage into a small steamer deterred many from landing.

Within the past few years Mackay has become more accessible, and has attracted many visitors. When the weather is favourable, smart motor launches convey passengers ashore from the anchorage at Flat-top, while the coastal steamers discharge or take in cargo. The visit is necessarily a short one of a few hours, but tourists have an opportunity to see one of the most prosperous cities in the State. The opening of the North Coast Railway Line from Brisbane has also enabled an increased number of travellers to see Mackay, and there can be no doubt that before long it will become one of the favoured centres of Queensland. A fine new station has been built, providing increased comfort for the travelling public, and enabling the Railway Department to handle the rapidly increasing traffic more expeditiously.

The railway journey from Brisbane occupies about twenty-seven hours, but the beauty of the country through which the train passes holds the interest of passengers and prevents any sense of weariness. First there is the charm of the wonderful scrub scenery of the North Coast Line between Brisbane and Gympie. Soon after leaving this point berths are made up in

The Keenest Shopping Satisfaction Assured.



You are certain of two essential factors when you purchase at our "Economic Stores"—*Quality and Low Prices.*

We import in a very extensive manner, and are therefore able to offer much variety and exceptional value.

We Stock:

<i>Manchester</i>	<i>Underwear</i>	<i>Crockery</i>
<i>Drapery</i>	<i>Hosiery</i>	<i>Hardware</i>
<i>Dress Goods</i>	<i>Men's Wear</i>	<i>Groceries</i>
<i>Costumes</i>	<i>Boots and Shoes</i>	<i>Produce</i>
<i>Millinery</i>	<i>Furniture</i>	

Lamberts Ltd.,

"Economic Stores,"

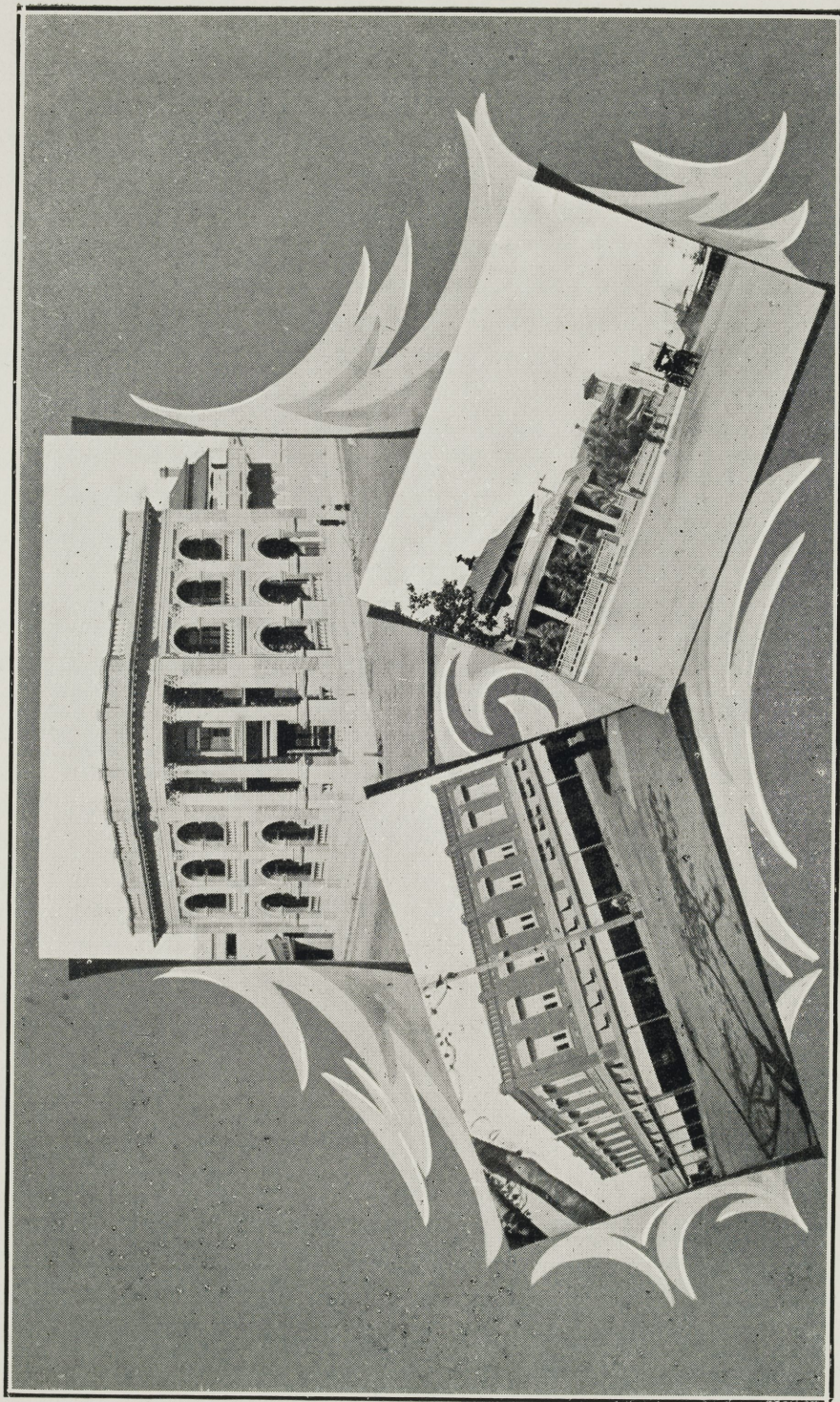
Victoria Street - - Mackay.

the sleeping cars, and the dark hours of the night journey can be spent in comfortable slumber. Rockhampton is reached about 6.25 a.m., and here an excellent breakfast may be obtained at the Railway Refreshment Rooms. Hot and cold baths for ladies or gents are available at the Refreshment Rooms, and are largely availed of by passengers. As the train stops at Rockhampton for over an hour, travellers have ample time for a refreshing bath and an enjoyable breakfast. From Rockhampton to Mackay the journey is full of interest, and travellers may form some idea of the richness of this Central District. Several coal mines are passed, and present a scene of activity. The quality of the coal is of the highest. Here and there extensive cotton-fields are seen. There is some splendid pastoral country stretching away back to the foothills, and the condition of the horses and cattle gives evidence of the richness of this grazing area. At intervals, dense scrubs, with a wonderful wealth of foliage, are passed through.

At St. Lawrence luncheon awaits travellers. Soon after leaving here the sea comes into view, and the many islands which stud the blue water of the Pacific off this part of the coast present a charming picture. The sugar-growing district is entered and fields of sugar-cane stretch far and wide on both sides of the railway line. A short stop is generally made at Sarina, 23 miles from Mackay, and here is one of the most efficient sugar-mills in the district, and a power alcohol plant has just been completed. Supplies of cane for this mill come by tram, many miles of rails being laid connecting with the mill. Mackay is reached at about 4.30 p.m., in good time to permit travellers to settle down comfortably at their hotel before dinner.

MACKAY.

The beginning of Mackay dates from 1862, when Captain John Mackay first came to Greenmount with a mob of cattle and some horses. Captain Mackay had explored the district some two years earlier, and had been so favourably impressed with what he saw that he decided to seek his fortune here. What is now known as the Pioneer River was originally named the Mackay River in honour of its discoverer, but the name was



1. QUEENSLAND NATIONAL BANK, MACKAY. 2. EMPORIUM OF MARSH AND WEBSTER, LIMITED.
3. COMMONWEALTH BANK CORNER, MACKAY.

afterwards changed because another stream had been previously called the Mackay River. The story of Mackay from these early days has been one of intense interest. The first pioneers endured much hardship, but most of them triumphed over their difficulties. The first settlers all came overland. The first vessel to enter the new port was a small one called the "Presto," which arrived with stores in 1863.

Space does not permit of any full account of the early days of Mackay. The first settlers were pastoralists, but the pastoral industry gradually gave place to agriculture. Sugar-cane was first planted by Mr. John Spiller, on the north side of the river, and gave such satisfactory results that others were induced to plant further areas. Progress thereafter was rapid. From these small beginnings great things have sprung, and Mackay is now known as the Sugaropolis of Queensland.



SYDNEY STREET, MACKAY (LOOKING SOUTH).

The climate compares favourably with any part of Australia. Being within the tropics it is warm in summer, but the heat does not injuriously affect the health of the people of the district.

C.T.A. HOUSE.
Under Distinguished Patronage.

Hotel Imperial, Mackay

“Pack up your troubles in your o’ld kit bag,
And Smile, Boys! Smile!!”

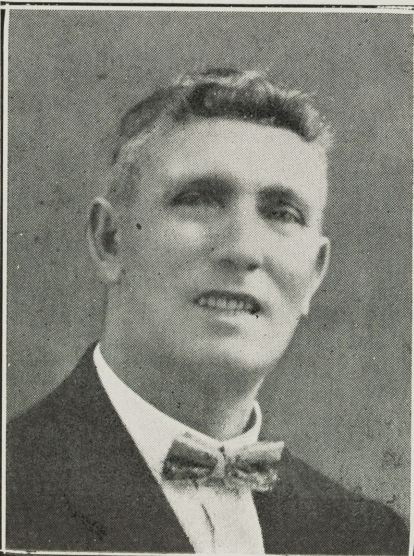
WHEN you come to Mackay
you should certainly stay
at the Hotel Imperial. It
has every modern convenience,
and has long been acknowledged
as the Most Homely and Most
Comfortable Hotel in Mackay.

*Just drop me a few lines for
Reservations,*

*My 'Phone is 75,
and my P.O. Box is 84.*

Yours truly,

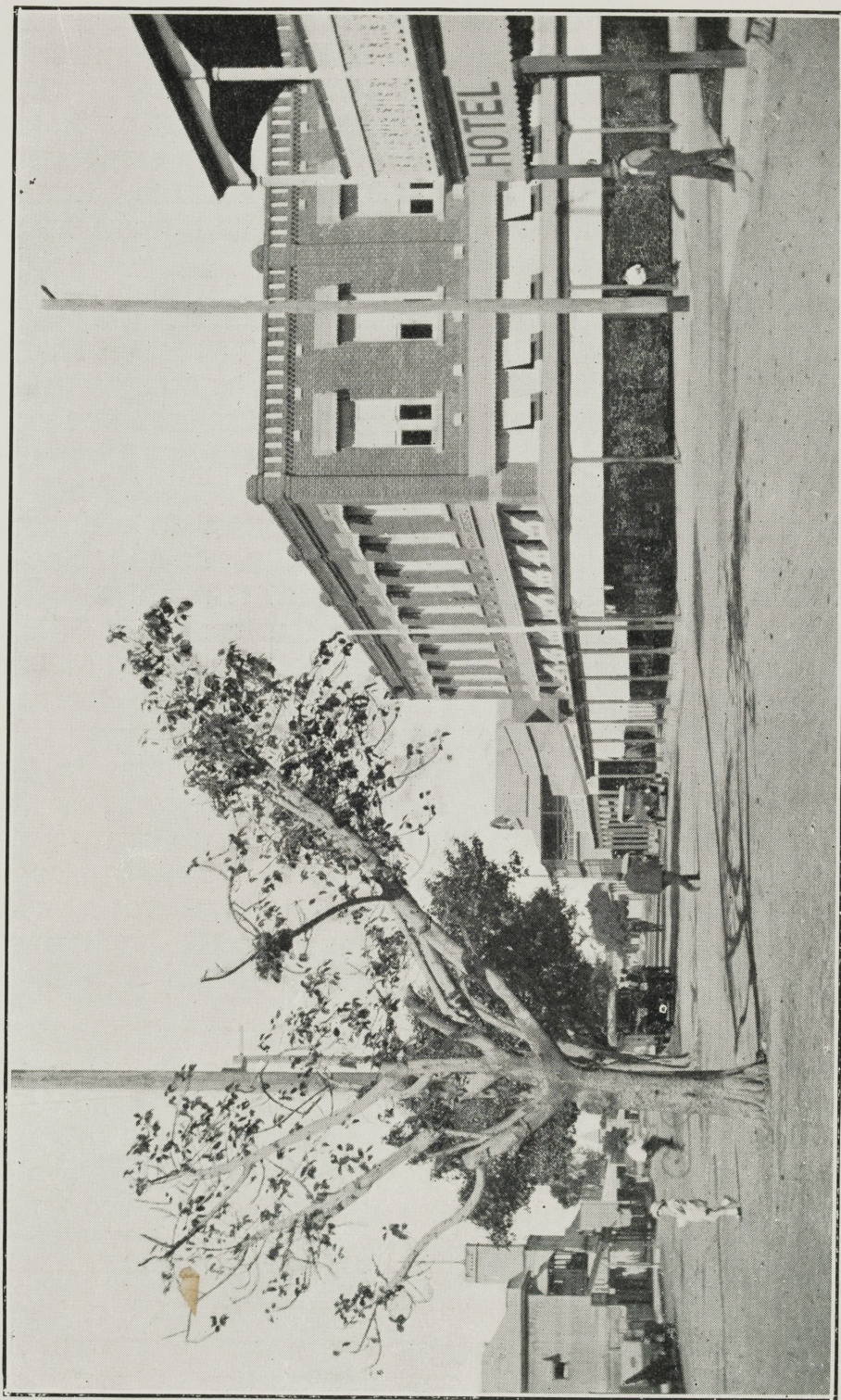
Jas. A. Love,
Proprietor.



For nine months of each year weather conditions are ideal. Being on the sea-coast, the heat of the summer months is tempered by refreshing breezes from the Pacific, and in winter extreme cold is unknown. The number of aged people who may be met, and who enjoy excellent health after many years' residence in the district, gives ample proof that the climate is favourable to good health and longevity. The average annual rainfall of Mackay is 67 inches.

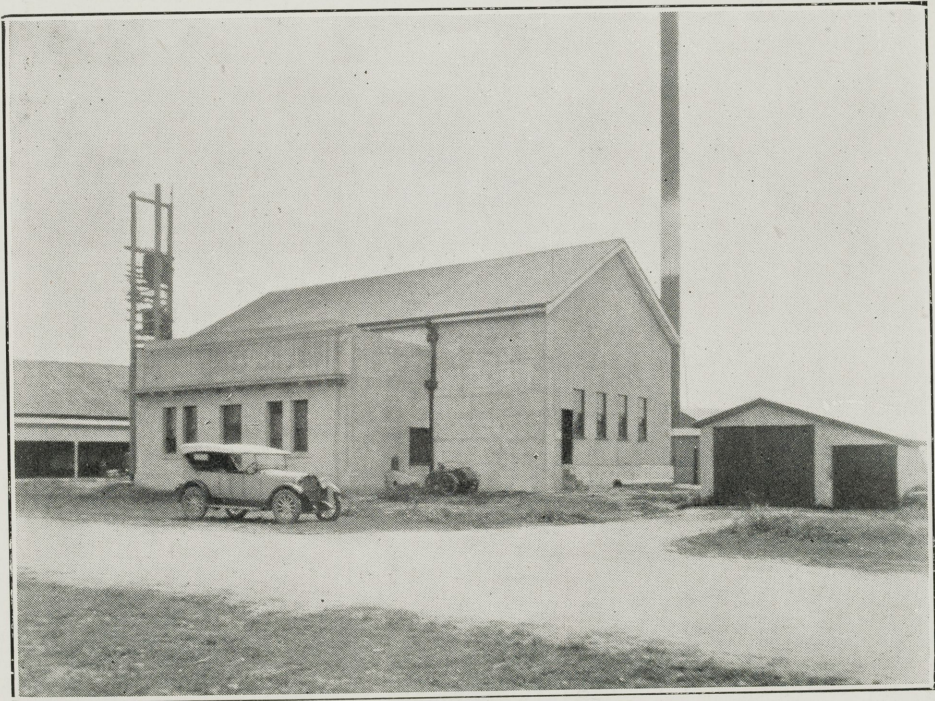
Mackay has a live City Council, and municipal progress is the result. When the North Coast Railway Line reached Mackay it was realised that the City would have to be brought in line with other Cities of the State, and the result has been that many handsome concrete buildings have been erected and have taken the place of the wooden structures that previously existed. Decorative garden plots have been constructed in one street, which adds to the general beauty of the City. As an indication of municipal progress it may be mentioned that whilst in 1927 only $1\frac{1}{2}$ miles of bitumen roads were constructed, in 1928 $9\frac{3}{4}$ miles were laid, this being in addition to 17 miles of ordinary water-bound macadam metal roads. The Council's quarry is situated some 12 miles out, and for roadmaking purposes 10,000 tons of metal were extracted during 1926, 11,706 tons in 1927, and 13,704 tons during 1928. The general progress of the City is indicated by the number of buildings that have been erected. During the year 1928 the City Council approved of the plans of 104 dwellings and 12 business premises, the total cost of which was £95,025, whilst for the two previous years 154 dwellings and 31 shops were erected at a cost of £165,393.

The area of the municipality is 8 square miles, and the population 8,700. Concrete water-channelling is being proceeded with, and during the year 1928 $6\frac{1}{2}$ miles were constructed, making a total of concrete gutters amounting to 14 miles. A reinforced concrete fernery is in course of construction in the Queen's Park, whilst on the river bank, adjacent to the Sydney street bridge, beautification in the shape of a well-designed garden, surrounded by ornamental fencing, has been approved of for construction, which upon completion will make an extremely attractive surrounding for a newly-designed War Memorial Monument now in course of erection. The whole of this work, consisting of gardens and memorial, is being built out of funds subscribed by the public of Mackay.



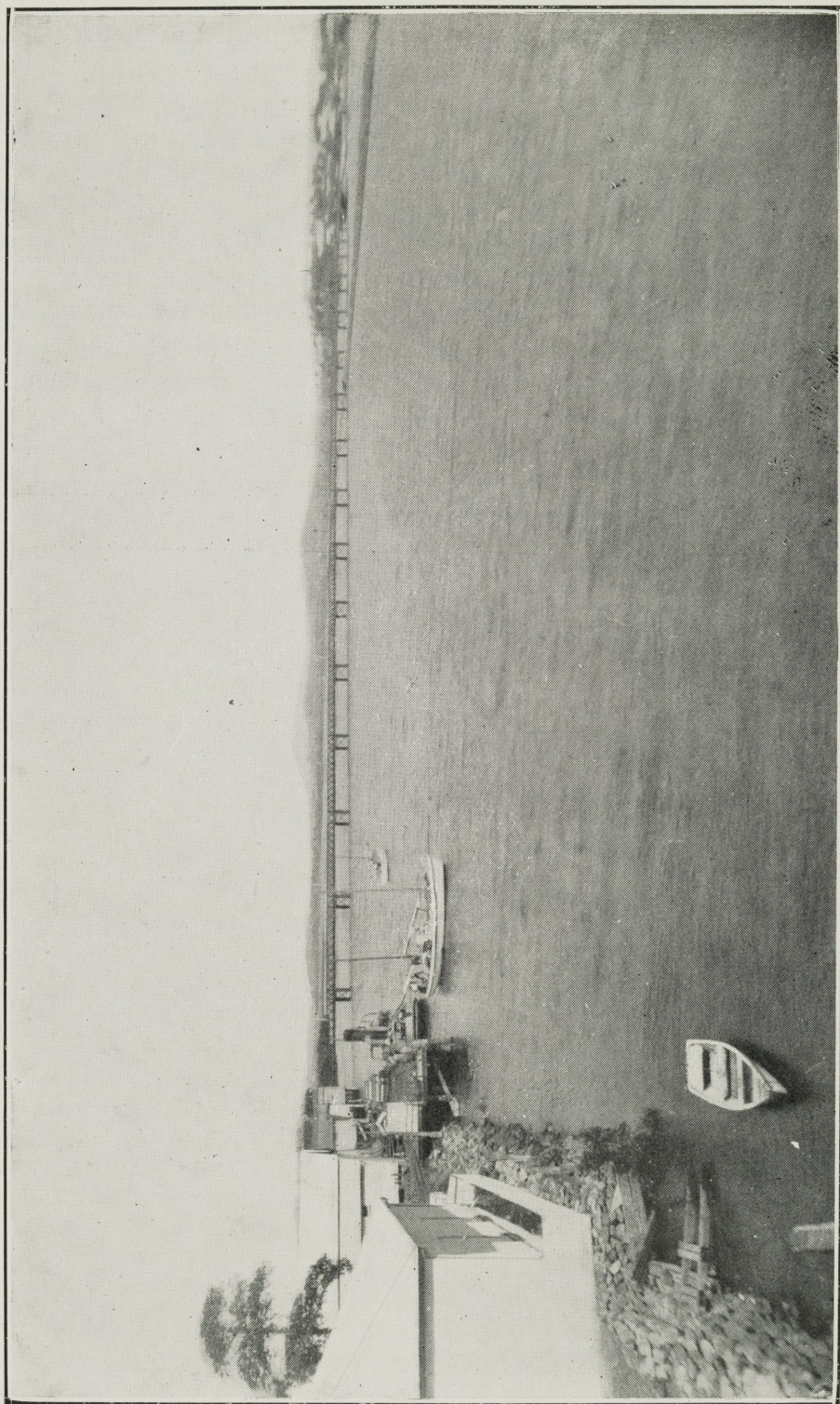
SYDNEY STREET, MACKAY.

The City Council is also the Electric Light Authority, and provides a good service. The streets present a bright appearance, and are efficiently lighted from 120 bracket and suspension lamps. The original scheme was switched on in April, 1924, the plant consisting of three 90-horse power Bellis and Morcom engine-driven alternators, the steam for which was generated in two B. and W. watertube boilers with all necessary auxiliaries. At the inception there were approximately 400 consumers, supplied from 27 miles of distribution. The plant is at the present time being extended by the addition of a 300-horse power Bellis and Morcom engine-driven alternator, together with necessary condensing plant and circulating water equipment. This extension has been necessitated by the rapid growth of the scheme which now has over 1,200 consumers.



ELECTRIC POWER HOUSE, MACKAY.

The City Council also controls the water supply, which is obtained from underground, the well being situated some 3 miles from the centre of the city. The quality of the water is recognised as being amongst the best in the State. The scheme was originally laid down some thirty-five years ago, but the



VIEW OF PIONEER RIVER AND BRIDGE FROM W. H. PAXTON AND CO.'S WAREHOUSE.

growth of the City has necessitated extensions, and these have now been completed at an added cost of £27,000. The pumping is done by electricity, and is operated from the power station by remote control, the consumption of water being approximately 500,000 gallons per day.

Mackay has many fine public buildings, and in this respect has made very rapid progress during the last few years. Buildings of wood and iron have given place to modern brick or concrete buildings. The banks have given a lead in building, and thus give evidence of their belief in the stability of the district. Several of the business firms have erected fine premises, and some of the window displays would do credit to the capital. Further evidence of the prosperity of the City may be found in the increasing number of attractive and comfortable houses which may be seen in all directions. A fine iron bridge spans the river between the north and the south side. It was built in 1885, and is 1,385 feet long.

Mackay is represented in the State Parliament by the Hon. W. Forgan Smith, Minister for Agriculture, and Mirani by Mr. E. B. Swayne, M.L.A. Mr. G. W. Martens, M.H.R., represents the district in the Federal Parliament.

Mackay has a very efficient Chamber of Commerce, which takes a keen interest in the affairs of the business community and of the district generally. It always has a watchful eye on the shipping of the port, on postal arrangements, and on railway matters affecting the district. The deliberations and actions of the Chamber have been productive of much good, and have helped in no small degree to further the progress of the City and district.

The Harbour Board was formed in 1897, and has given much anxious thought to the improvement of the port. The Pioneer River, although wide, is very shallow, and only vessels of small tonnage can approach the town wharves. All sea-borne cargo has to be lightered at the Flat-top anchorage, and this has not only meant heavy expense but much inconvenience and delay.

Several schemes have been suggested to provide Mackay with a deepwater port. A proposal to build a viaduct from the mouth of the river to Flat-top Island has long been discussed, and expert opinion has been taken as to the feasibility of such a

The Right Place to go for
Footwear and Men's Hats is
JIM CHRISTIE,

98 Victoria Street

(nearly opposite Imperial Hotel),

MACKAY.

By dealing there you help yourself.

95 per cent. of his Stock is
Australian Made Goods.

'Phone 466.

P.O. Box 207.

Wm. Geo. Hodges Limited,

Auctioneers, Stock, Station,
Mining, Forwarding, Real Estate,
and General Commission Agents.

Registered Tax Agents. Accepted Valuers
for Probate and Succession Duties. . . .

Fire, Life, and Marine Insurances effected.

Horse and Cattle Sales conducted.

We know the District well, and, as we own and control sugar farms, we know something about sugar. Our knowledge and experience is at your service.

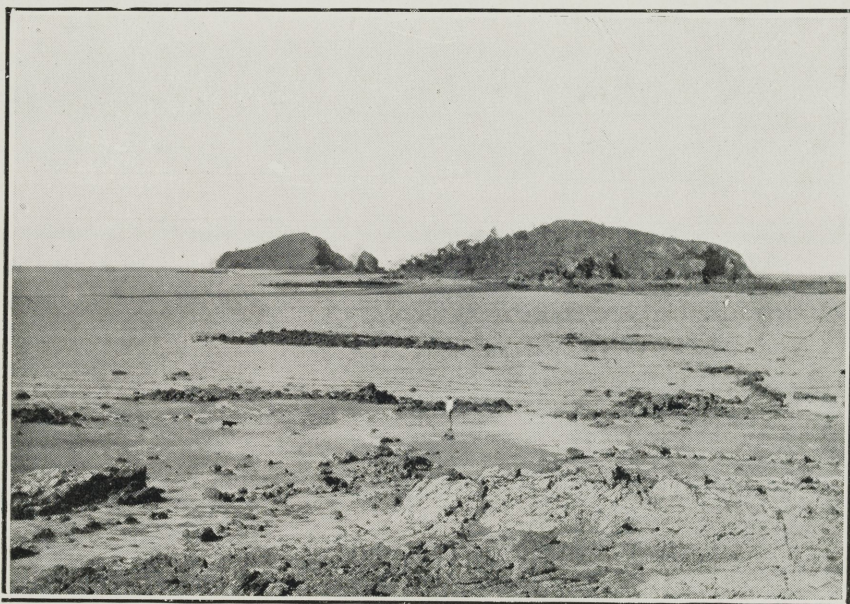
P.O. Box 97.

'Phone 10.

Wood Street - - - Mackay.

scheme. There seems to be considerable diversity of opinion as to whether the proposal could be successfully carried out.

A proposal to establish a deep-water port at Port Newry, some 35 miles north from Mackay, has been advocated in certain quarters, but the cost of handling cargo and its transport to Mackay would probably be greater than the present cost of lighterage, &c. However, the carrying out of any scheme must be based on the capacity of the town and district to meet interest and redemption charges on the capital outlay. The expenditure of a large sum of money on any of the schemes so far proposed seems to be unwarranted at present, and would probably result in a heavy burden on the district for many years to come.



VIEW OF PORT NEWRY.

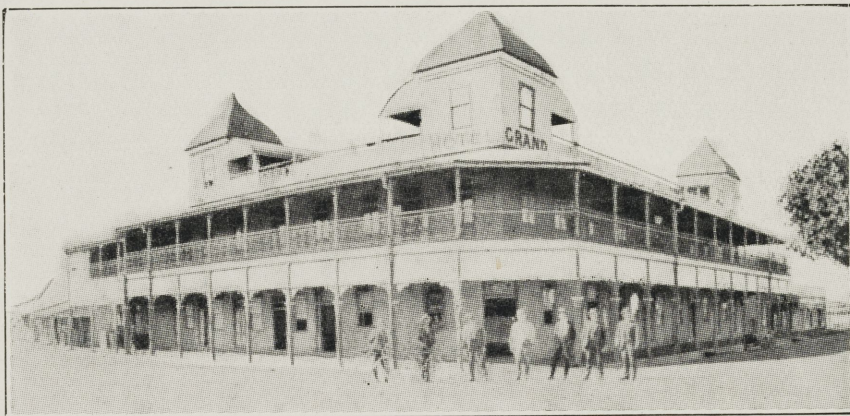
The Harbour Board has done extensive work and spent a large amount of money on the improvement of the river. Retaining walls have been built at great cost, but the navigation of the river even by small vessels is still a matter of difficulty. The constant silting up of the river bed and the shifting sand-beds at the bar and in the river have been the cause of continual annoyance to the shipping interests and a source of continual worry to the Harbour Board.

GRAND HOTEL

MACKAY

'Phone 119

P. O. Box 100



A Commodious Modern Hotel, conveniently situated in the heart of the city. Large Airy Bedrooms and Dining Room. Water laid on to all Bedrooms. Septic System. Comfortable Saloon Bar Lounge. Roof Garden. Lighted throughout by Electricity. Excellent Cuisine. Six Sample Rooms. Best Wines and Liqueurs Stocked. Special attention given to Tourists and Visitors to the District. Letters and Telegrams promptly replied to.

C. T. A. House.

C. FROGATT,
Proprietor.

PUBLIC INSTITUTIONS.

Hospitals.

The District Hospital was founded in March, 1872. The original building cost £159, this amount having been raised by public subscription. From time to time additions and improvements have been made, and it is now a well-organised and useful institution.

There are, in addition to the District Hospital, several private hospitals of which Mackay is justly proud. The three largest of these are "Cromer," "Lister," and "Ormond," all situated in the City and all maintaining a high standard of efficiency.

Ambulance Brigade.

The motto "Always Ready" is well lived up to by the Mackay Ambulance Transport Brigade, whose services have proved invaluable to the district. The Brigade headquarters is a fine two-story building. Five splendid motor transport cars and a highly-trained staff of permanent and honorary bearers are available for any emergency. Official statistics show that



RELIANCE CREEK, MACKAY.

JAMES CROKER & SONS

Shipping, Forwarding, and Insurance Agents

VICTORIA STREET
MACKAY

Agents for—

The Adelaide Steamship Co. Ltd.

Steamship Owners. Coal Importers.

Up-to-date fleet of Motor and Steam Cargo Vessels. Fast Interstate Passenger Motor Vessel "Manunda" just launched.

**The Orient Line of Royal Mail
Steamers**

*England, via Ceylon, Egypt, and
Mediterranean.*

20,000-ton Steamers. Vast Promenade and Game Decks, affording every facility for Dancing and Sports. These steamers provide Luxurious Travel. Apply for Particulars.

**Canadian Australian Royal Mail
Line**

Fortnightly across the Pacific by the fine Mail Vessels "AORANGI" and "NIAGARA." Passengers booked to England via Canada or United States.

Australian Oriental Line

Tours to Thursday Island, Manila, China, and Japan, by the modern and comfortable oil burners S.S. "CHANGTE" and S.S. "TAIPING."

*Passengers and Goods Booked to all
parts of the World.*

the Mackay branch of the Q.A.T.B. is the second largest in the State. The City has every reason to be proud of its Ambulance Brigade.

Fire Brigade.

The Fire Brigade has proved a very useful institution. There is a superintendent and motor mechanic at headquarters, while the brigade has a membership of 30. The equipment consists of a large motor engine, horse and hand engines, and the usual apparatus for fire-fighters.

School of Arts.

The School of Arts was founded in 1874, and for a beginning had the use of part of the Council Chamber for a reading-room and library. In 1879 the institution had made such progress that more extensive premises were found necessary. The sum of £1,050 was subscribed by the public, and this with a Government grant of £500 enabled the trustees to erect a fine building, which included a hall for entertainments, in addition to a reading-room and library. In 1911 another building was erected on the present site at a cost of £1,650, and was opened free of debt. During 1928 the reading-room was repainted and the interior generally renovated. The number of books in the library is nearly 6,500, and the reading-room is one of the best equipped in Queensland. The institution has a subscribers' roll of well over 300 names.

Beirne Limited

Sydney Street, Mackay

A VISIT TO MACKAY

would not be complete
without visiting

BEIRNE'S DRAPERY STORE

which is recognised as
the Best Value House
in the North.

Stocks include—

*Drapery, Costumes, Millinery,
Mercery, Boots and Shoes.*

ALL GOODS OF THE HIGHEST
QUALITY MARKED AT CITY'S
LOWEST PRICES.

*Call in and see us—we will
be pleased to welcome you.*

BEIRNE LTD.

Sydney Street - - Mackay

And Ipswich.

EDUCATION.

In educational matters Mackay holds a very creditable position. The first State School was opened in 1871, with an average attendance for the year of 15 boys and 14 girls. To-day there are six State Schools at which the average attendance during 1928 was as follows:—

Mackay Boys' School,	255
Mackay Girls' and Infants' School	433
Mackay North School	115
Mackay South School	153
Mackay Victoria Park School	286
Mackay High School and Technical College	..				107

These schools are all housed in buildings specially suitable to the climate, and the many happy boys and girls who may be seen in the various school playgrounds are in every way equal in health and stamina to the boys and girls in any other part of Australia.

The Mackay High School is housed in a fine modern brick building. In this school a preparatory training is given for the University. It is fully equipped with workshops and laboratories. Students come from all parts of the district, and the classes are so arranged as to suit those who come to the city by train. There are the usual classes necessary for matriculation, and instruction is afforded in science, domestic economy, and technical training.

In addition to the State Schools there are two Convent Schools under the direction of the Sisters of Mercy. St. Joseph's Convent School has an average attendance of about 280, and the Convent School at South Mackay has an average attendance of about 100. At these schools, in addition to the usual training, classes are available for the higher branches of education and preparing students for the University.

SOCIAL.

A branch of the Country Women's Association is carrying on useful work in Mackay. A rest-house has been provided for country women visiting the city, and has proved a great boon to

O. E. Neale, Ltd., — MACKAY —

**"The Fashion House" of the Sugar Belt.
The Men's House of the Mackay District.**

Right in the heart of Mackay, one finds a Firm catering for **Gents' High-Class Mercery, Clothing, Boots and Shoes**—where the very smartest in Southern Styles are always on view.

**Thistle Shirts, Marshall Boots,
Stetson Hats.**

Attached to the Premises are a most up-to-date **Tobacconist Department and Hair-dressing Saloon**, also a **Sports Depot**, carrying full stocks of the World's Best Makes of **Sporting Goods**. Everything for Tennis, Golf, Cricket, Boxing, etc.

That firm is O. E. NEALE, LTD.,

Sydney Street - Mackay.

If you want Inferior Goods, We cannot supply you!

BROWN LIMITED

*has been built on a
Reputation for Dependable Goods!*

We are still Building. Each and every day we are endeavouring to improve our quick service and the quality of our Goods. In short

Brown Limited can satisfy!

BROWN LIMITED,

**Crocery, Crockery, Ironmongery, and
Produce Merchants,**

**Agents for Aladdin Lamps and accessories,
Docker's Paints and Varnishes, Saxon Stoves
and Domo Separators.**

Sydney St. [Telephone 54, / Mackay.
Box 103.

country residents in need of a change. The local branch is doing excellent work, and is worthy of praise for the efforts being put forth to make life brighter and happier for the women and children of the district.

The Mackay Club, situated in Victoria street, is well supported by the business and professional men of the city. The rooms are comfortable and well furnished, and provide the usual conveniences of a well-appointed club.

There is a branch of the Rotary Club in Mackay. The members meet once a week, and many matters of importance to the district are discussed at these meetings. Many valuable suggestions for the advancement of the district have emanated from the Mackay Rotarians.

The Returned Soldiers' Association has an excellent club-room, where its members meet in social intercourse, or for amusements of various kinds. The association takes a lively interest in all matters of importance to returned men. The citizens are not unmindful of what these splendid men did for King and Country during the Great War, and each year Anzac Day is observed as a close holiday. The Mackay Club, which provides the usual comforts for its members, has suitable premises, including a comfortable lounge, reading-room, billiard-room, and card rooms. A tennis court has also been provided. The Returned Soldiers' Rifle Club is well supported.

SPORTING.

Mackay is fortunate in being well catered for in the world of sport, almost every branch of healthy sport being well represented and played under most favourable conditions. On account of its central position on the North Queensland coast, Mackay gives great promise of becoming the sporting "hub" of Central and North Queensland. Each year sees an increasing number of intercity sporting events decided on the local grounds.

In tennis, Mackay can hold its own with any town in the State, many of the local players having reached a very high standard of efficiency. The Tennis Association is a thoroughly solid and businesslike body. It controls all tennis matters in

'Phone 343 (3 lines).

P.O. Box 37.

J. Michelmores & Co., MACKAY,

Wholesale Merchants,
Hardware, Ironmongery, Wine
and Spirits, Confectionery,
Crockery, Stationery,
Produce, and
Groceries.

*Shipping, Forwarding, and
Commission Agents.*

Passage Agents for
**Aberdeen and Commonwealth
Line of Steamers.**

Local Agents for
**North British and Mercantile
Insurance Co. Ltd.**

Telegraphic Address—"Michelmores Coy., Mackay."

the district. Each Easter, for the past six years, an intercity tennis carnival has been held in Mackay. Players from Townsville, Cairns, Rockhampton, and elsewhere have attended these carnivals, and have spoken very highly of their treatment by the Mackay players. The tennis courts in the Queen's Park, provided by the City Council, are beautifully situated, and are considered by players to be equal to any courts outside of Brisbane.

There are two Bowling Clubs. Both have excellent greens and up-to-date club-houses. The greens are well kept and pleasantly situated. Visiting bowlers are always made welcome at either green.

Football is one of the most popular games in Mackay. Rugby League and Soccer both have their followers, and attract large numbers of spectators. The football grounds in the Queen's Park are conveniently situated.

Cricket is looked after by the Cricket Association. Suitable grounds have been provided by the City Council in the Queen's Park. Matches are played nearly every Saturday during the season, and intercity matches are arranged at intervals.



THE GOOSE PONDS, MACKAY.

Is your Car in Perfect Running Order ?

If not, consult

Milrose Motories Ltd.

Mackay's Service Station.

W^e cater for the Motorists' every need. Only competent mechanics employed. All makes of Cars and Trucks thoroughly overhauled and re-conditioned. No job too big or too small.

Duco Painting. Oxy-Welding.
We carry huge stocks of accessories of every description.

Moderate Charges.

When next in town give us a call. You will not be disappointed.

AGENTS FOR—

Overland, Whippet, Willys-Knight
and Falcon-Knight Cars.
Twin City Tractors.

Milrose Motories Ltd.
WOOD ST., MACKAY.

'Phones—Day 277, Night 229.

P.O. Box 211.

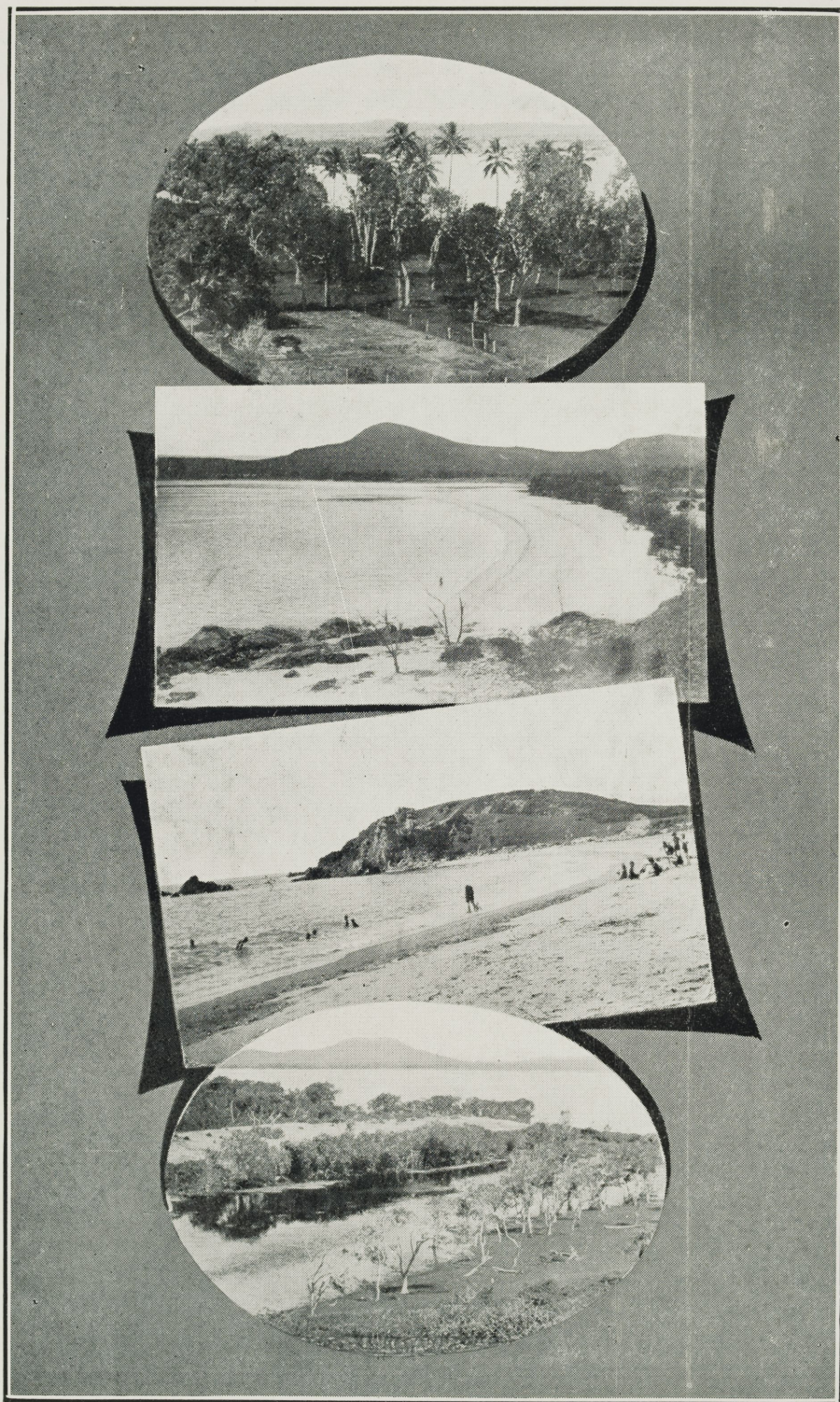
The Mackay Golf Club, although only in its infancy, gives promise of becoming one of the premier country clubs of the State. The links are situated on the Eimeo road, about 4 miles from the city. The length of the course is 2,761 yards. All greens are grass, and kept continuously mowed. Nine greens contain over 3 acres. Course bogey 37 for 9 holes. The links are ideally situated, and a very fine club-house has been erected. It is provided with bathrooms, septic system, dressing-rooms, and a bar. The club-house is connected with the City by 'phone. The club has a membership of 180 (including associates).

Mackay has two Race Clubs—namely, the Mackay Turf Club and the Mackay Amateur Race Club. These clubs arrange regular meetings, and both run an annual carnival, for which satisfactory prize money is provided. These annual meetings attract horses and visitors from many northern and southern centres. The racecourse is prettily situated at Ooralea, about 4 miles from the city.

Like all coastal cities, Mackay has many residents whose favourite pastime is boating or fishing, and happy parties may be seen going out of the river to visit one or other of the islands near the coast. Some of the yachts and motor boats extend their trips to the famous Whitsunday Passage, where a delightful time may be spent amongst the numerous bays and islands. Good fishing is plentiful all along the coast, and those who favour shooting can readily find plenty of sport. The Regatta Club holds fortnightly sailing races on the Pioneer River. These regattas are greatly enjoyed by club members and also by the public.

There is no lack of amusement in Mackay. Picture shows, dances, and concerts provide entertainment in the evenings.

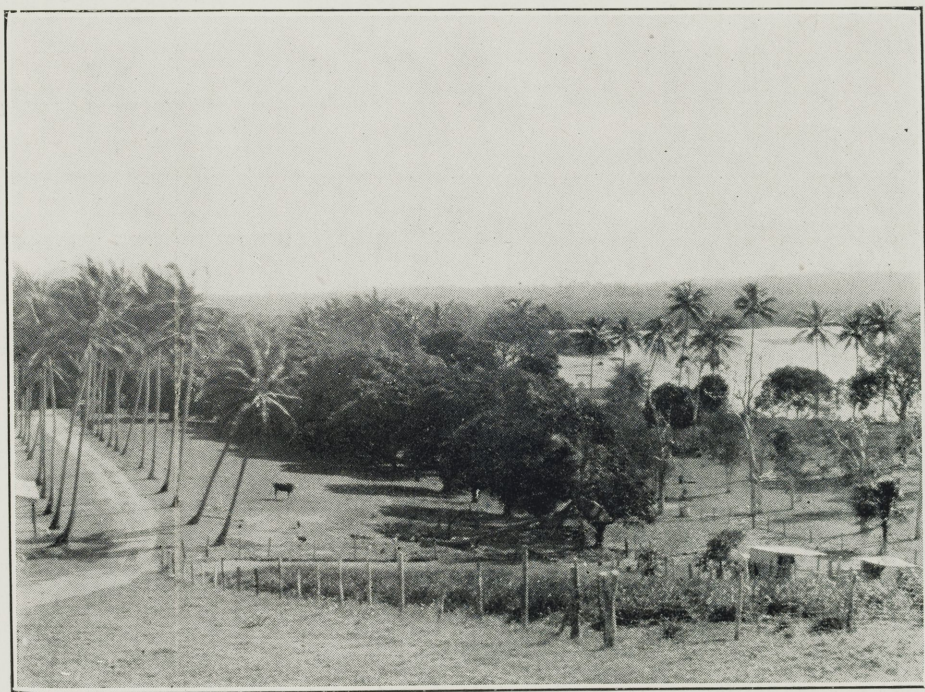
In close proximity to Mackay are many splendid beaches. Some of them are beautifully situated, surrounded by coconut palms, and reached through avenues of mango trees. The two most popular seaside resorts are Eimeo and Slade Point. Both of these are within easy motoring distance. Eimeo is about 9 miles north-west of Mackay, and can be reached easily by motor-car in about half an hour. The drive to Eimeo is interesting all the way. At Eimeo there is a comfortable hotel, where every attention is paid to visitors. The hotel is situated



VIEWS OF EIMEO AND SLADE POINT.

1. Looking North from Eimeo. 2. Eimeo Bay. 3. Slade Point.
4. View from Slade Point.

on a beautiful headland, and commands charming views on all sides. The grounds of the hotel are extensive and well laid out with many varieties of fruit trees, while the approach thereto is lined with stately coconut palms. Excellent shooting and fishing may be enjoyed here, and a motor-boat is available for conveying parties around one or other of the beautiful bays in this vicinity. Slade Point is nearer to the City, but no hotel accommodation is yet available. Furnished cottages may be arranged for, and there are numerous campers' huts much used at week-ends and at holiday seasons. Visitors may enjoy surfing at either of the bays, while fishing and shooting provide plenty of sport.



VIEW FROM EIMEO HOTEL VERANDA.

WESTWARD TOWARDS THE EUNGELLA RANGE.

The Mackay railway system extends to Netherdale, 45 miles west. The line passes through a rich sugar-growing area, and canefields extend for many miles on either side. The many comfortable homes speak of prosperity, and some of the sugar-mills are situated near the railway. The Racecourse Mill (4 miles) and the Palms Mill (8 miles) are the first seen.



CARS TRUCKS
TRACTORS

SERVICE SPARES ACCESSORIES

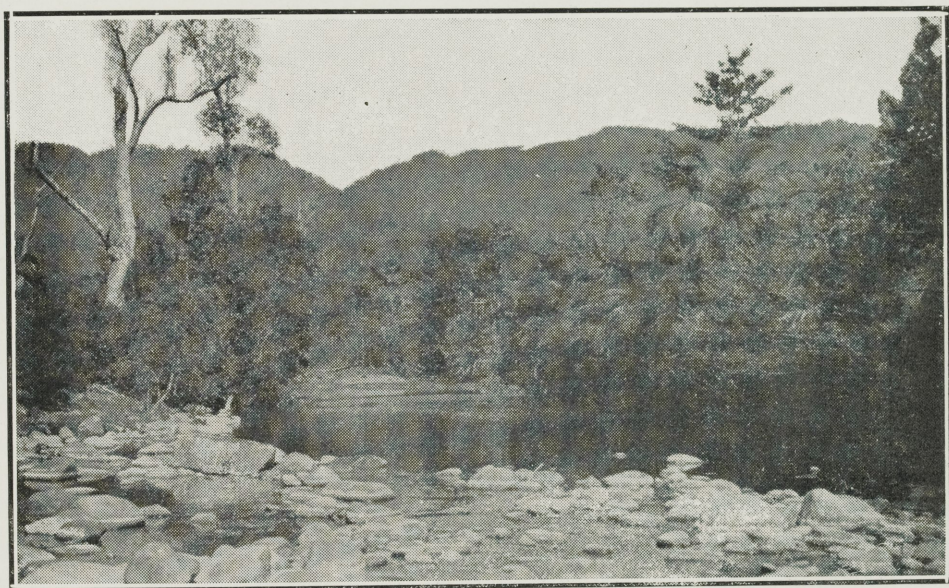
James Croker & Sons,
Sole Authorised Ford Dealers,
Wood Street & & MACKAY.

FLEMINGS LIMITED

Sydney Street, Mackay

Indentors of High-Class Hardware,
Crockery, Glassware, Artists' Material.
The House for JR Stoves, Alfa Laval
Separators, Majora Paints & Varnishes,
Planet Junior Cultivators, Hodge
Chipper and Planter. Spare Discs for
all Plows, Blue Bird Plows and Parts,
Forges, Blowers, Anvils, etc.

Walkerston (9 miles) is a thriving little township. The population is about 600, and there are three hotels, several general stores, and three public halls. Pleystowe, where there is a fine sugar-mill, is 11 miles from Mackay. At Newbury Junction (15 miles) a branch line runs south to Eton, where there is another mill. Marian (17 miles) is another thriving township, where there are three hotels, three general stores, and several neat and comfortable homes. The Marian Mill is an important one, and is supplied with cane by the farmers of the district. Mirani (22 miles) is another prosperous centre, with a population of about 500. At Benholme (25 miles) a branch line extends north-west for 9 miles to Kungurri. At Gargett (30 miles)



CREEK SCENE, FINCH HATTON.

another short branch line runs out 6 miles to Owens Creek. All these branches traverse cane-growing country and serve the many settlers in their respective areas. The country as far as Gargett is flat, and is almost one vast canefield all the way from Mackay. At Finch Hatton (38 miles) the mountainous country comes into prominence. The township is the largest along the line, and here is situated the Cattle Creek Sugar Mill. There are three hotels, two picture shows, and it may be said that the wants of the town are well catered for in every line of business. Finch Hatton is picturesquely situated, being almost surrounded

The Best Shop in Town

FOR

Toys, Books, Periodicals,
Stationery, Office Re-
quisites, Gramophones,
and Records.

THE

Mackay News Agency

(IAN WOOD, Proprietor)

Victoria Street, Mackay

The Bon Marche

166-168 Victoria Street
Mackay.

*When visiting Mackay try the
Bon Marche Furniture
Store.*

See the Value and Prices for
yourself and you will be con-
vinced that it is

The House of Small Profits.

'Phone 138.

by hills. Canefields extend to the foot of these hills, and, with their rich background of beautiful scrub, present a charming picture. A noticeable feature of the district is the number of creeks which intersect the area. Cattle Creek is the most important. The banks of the creeks are made beautiful with a natural growth of ferns and palms, and the district has many inviting beauty spots. The Clark Falls within three miles of the town are well worth a visit. The climate is particularly healthy.



RAILWAY TERMINUS, NETHERDALE.

Warm days in summer are almost invariably followed by cool nights. Finch Hatton has the reputation of being one of the healthiest towns in the State. There is still a considerable area of virgin scrub land which can be purchased by intending settlers at a reasonable price.

Netherdale, the terminus of the line, is 45 miles west from Mackay, and is 537 feet above sea-level. This small township nestles amongst hills and is beautifully situated. The scrub vegetation is wonderful, and the eye delights in the glorious shades of green, brown, and yellow to be seen all around. Ferns in myriad form, orchids with glorious blooms of gorgeous colouring, graceful tree-ferns, beautiful staghorns, and many varieties



BANANA PLANTATION, NETHERDALE.

of creepers laden with beautiful flowers abound in the scrub. Few places in Australia present such varied charms to the visitor.

There is a comfortable hotel at Netherdale, where a pleasant sojourn may be made, and from which many beauty spots may be visited.

From Netherdale a road, constructed by the Government at a cost of £17,000, leads to "The Top" of the Eungella Range. Here again comfortable accommodation may be arranged for. "The Top" is about 5 miles from Netherdale, and has an elevation of 2,200 feet above sea-level. From here one of the most glorious views in Australia may be obtained. On a clear day the visitor may obtain a bird's-eye view of the vast sugar-growing area. All over the flat country below the range small townships may be seen. Away in the distance lies Mackay, with Flat-top and Round-top Islands just off the coast. It is a wonderful sight and well worth the attention of visitors to Mackay.

The part of the range known as "The Top" is actually the lowest on the great Eungella Plateau. Further north and at no great distance the range attains an elevation of 3,200 feet. Mount Dalrymple, which is seen in the distance, is the second highest mountain in Queensland, and rises to 4,200 feet. There can be no doubt that in a few years the Eungella Range will become one of the most popular health and pleasure resorts. The climate is ideal, and extreme heat is almost unknown.

The country on top of the range is not suited for sugar-growing, but will probably become a dairying district before many years. Most of the scrub is held by the Government as a timber reserve. Recently part of the reserve was released by the Forestry Department; this will be subdivided into suitable areas and made available for selection at no distant date. The average rainfall is 80 inches per annum.

From "The Top" there is a light scrub extending south for a distance of 25 miles. The soil here is as good as in any part of the State, and the whole area is very suitable for closer settlement. Fruit and vegetables of nearly every kind have been grown successfully. Citrus fruits, bananas, and passion fruit do remarkably well. French beans and peas grow in large quantities. Excellent rhubarb thrives all the year round.

Phillips & Christie Ltd.

for
BEST VALUES
in
Men's Clothing and Mercery,
also,
All Lines of General Drapery.

TWO SHOPS—VICTORIA STREET,
MACKAY.

'Phone 108.

P.O. Box 188.

Percy E. Armati,

Chemist,
Optometrist, and Photographic Agent.

Agent for NYAL'S Goods.

Full stocks of all English, French, and
American Toilet Goods.

Prescriptions Accurately Dispensed.

Bring your PHOTOS to be Developed.

Address:

Main Pharmacy: SYDNEY ST.,

Central Pharmacy: VICTORIA ST.,

MACKAY.

The Main Roads Board is at present constructing a road from Mackay to Netherdale, which should be the means of increasing settlement in the district. The day cannot be far distant when the country on top of the Eungella Range will carry a large population and the whole area become noted as one of the State's most important dairying and fruitgrowing centres.



RED CEDAR LOG, EUNGELLA RANGE.

There is a large extent of rich timber country on the Eungella Range, and the Forestry Department sends a considerable number of logs to the railway at Netherdale. The main varieties of trees in the area are red Eungella gum and white Eungella gum, the latter predominating. These trees often attain a height of 120 feet, with a butt circumference of



WESTWARD TO THE EUNGELLA RANGE.

- | | |
|-----------------------------------|--------------------------|
| 1. Tree Fern, Finch Hatton Creek. | 2 Road Scene. |
| 3. Foot of Eungella Range. | 4 Section of Range Road. |

15 feet. The timber is of a very durable nature, being of a hardwood character. There are many other timbers found on the range, the chief varieties being bloodwood, blue gum, stringybark (red and yellow), ironbark, scented gum, white and red cedar, box, and oak. Palms grow in profusion, and many magnificent specimens of tree-fern are frequently found.

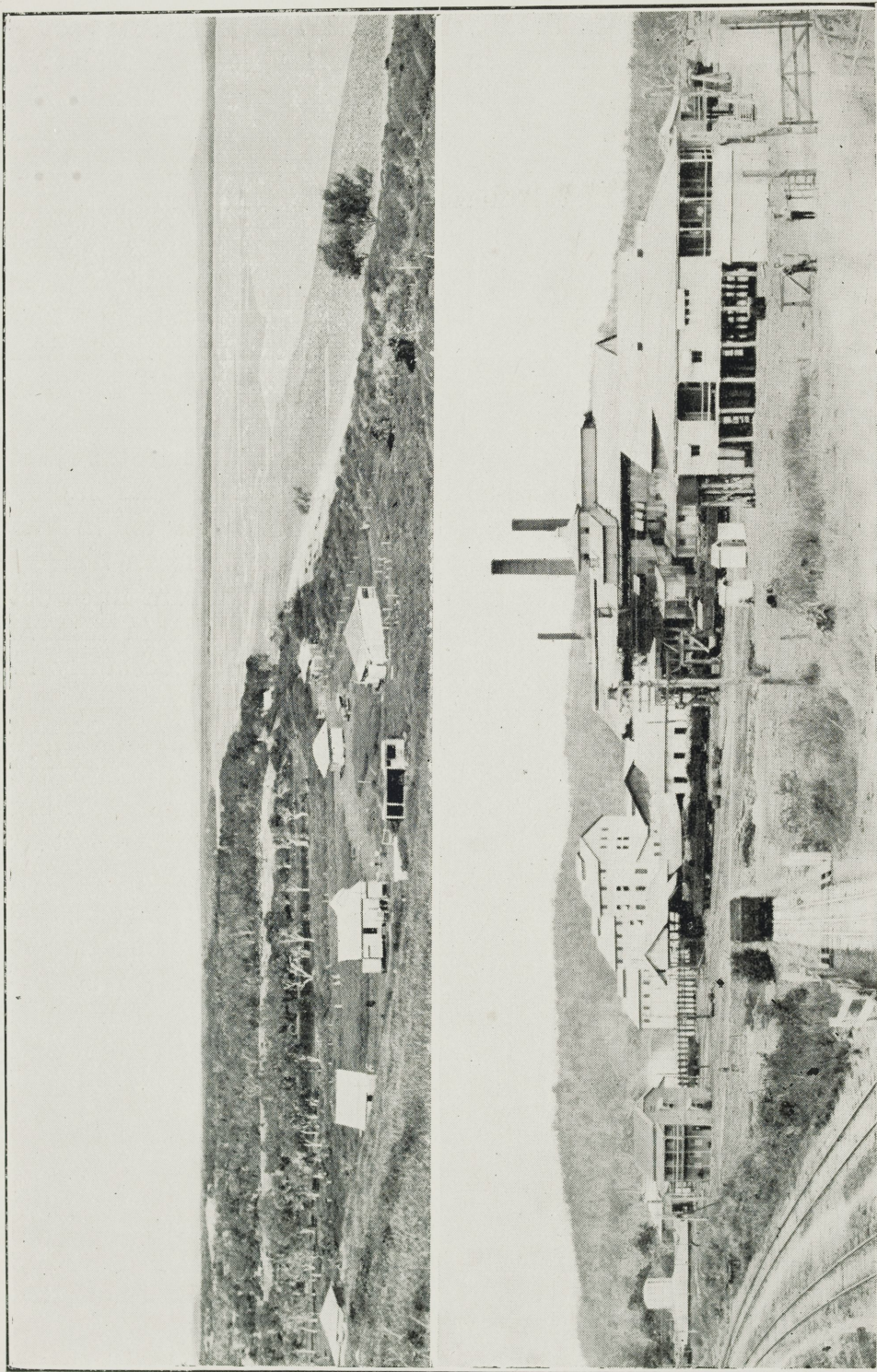
NORTHWARD FROM MACKAY.

Along the North Coast Railway line running northward from Mackay there is another vast area of sugar-growing country carrying a large and prosperous population. The progress in this area has been very marked during the past few years. The large sugar-mill at Farleigh draws its supply of cane from farms many miles distant, as well as in the immediate neighbourhood. During the crushing season heavily laden cane trains may be seen every day. Many tram lines act as feeders to the railway. Sugar-growing is the main feature of the district, but dairying is being carried on successfully in several places and will receive a great impetus when the proposed butter factory is built at Mackay. Cotton-growing and tobacco-growing has also been successfully tried, although not to any great extent. The success attained by sugar-growing has been so great that other industries have to a great extent been neglected. There can be no doubt, however, that dairying will, before long, receive more attention, as a great part of this fertile area is eminently suited to that industry. Farms can be purchased at very reasonable expense. Similar land in better-known parts of the State would bring at least twice the price. The rainfall is so copious and as a rule so dependable that dairying must soon become an important industry.

SARINA.

Mention is made elsewhere in this book of Sarina and the importance of the Plane Creek Sugar Mill, but the growing importance of the district requires a further description of this area.

The township of Sarina and the surrounding district has a population of about 3,000, the majority of whom are primary



1. VIEW OF SLADE POINT.

2. PLANE CREEK MILL AND POWER ALCOHOL WORKS, SARINA.

producers occupied in the growing of sugar-cane. Sarina has made marked progress during the past few years. There is a court house, shire hall, police station, State school, convent school, post, telegraph, and telephone office, four churches, masonic hall, school of arts hall, ambulance sub-centre, railway station, two banks, four stores, four hotels, two butcher shops, two bakeries, two saddlers' shops, three refreshment rooms, motor garages, chemist, stationer, plumber, three fancy goods and mercery shops, and a resident doctor and dentist, besides numerous comfortable homes.

A most important development has recently taken place at Sarina. The Australian National Power Alcohol Co., Ltd., has built a fine factory alongside the Plane Creek Mill, and is now producing a new motor spirit to be known as "Shell-Kol." This new spirit is made from molasses, which has hitherto been practically a waste product of the sugar industry. As the new company is paying a substantial price for molasses, the Plane Creek Mill and the local farmers should derive considerable monetary benefit. The new company can also manufacture alcohol from cassava and other starch crops. It is expected, when the new factory is in full working order, that it will produce 1,000,000 gallons of alcohol annually.

A movement is also on foot to manufacture a light building board, known as megass board, from the fibre of the sugar-cane, which in the past has been used as a fuel to generate steam for the sugar mill. The new factory is the first of its kind in Queensland, but when it is thoroughly established in Sarina two more factories will be built, one in the Ayr district and one at Cairns.

Although the district around Sarina is looked upon as a sugar-producing district, it must not be concluded that it is not suited for other industries. At the present time many of the farmers are growing bananas, pineapples, citrus fruits, and mangoes successfully. Poultry-keeping and bee-keeping are also doing well. Tobacco-growing and wool-raising are also being tried. A few settlers are engaged in dairying, and this industry should advance rapidly when a butter factory is built at Mackay. There is ample first-class dairy land quite close to the town

'Phone 416.

P.O. Box 178.

Wm. Geo. Porter

FOR SALE—

Farms, Vacant Allotments, Dwellings.

Call and Inspect.


Stock, Station, and Mining Agent,
Auctioneer,
Accountant, and Auditor,

SYDNEY STREET,
MACKAY, N. Queensland.

Visitors to Mackay

will find

COBEN'S CAFE



the most up-to-date in the North.
Their Morning and Afternoon Teas
are superb; also, their Light Suppers
are much appreciated and daintily
served.

Light Refreshments at all hours.

J. COBEN & SON,
SYDNEY STREET, MACKAY.

'Phone 301.

P.O. Box 58.

of Sarina, easily accessible with motor transport over fair roads.

SUGAR INDUSTRY.

The progress and prosperity of Mackay may be attributed almost entirely to sugar-growing. For many miles around the City, canefields stretch on every side. The whole district back to the foot of Eungella Range, and for many miles north and south from Mackay, is suitable for the cultivation of sugar-cane, and the area planted has increased year by year. Under an agreement made with the Federal Government in 1920, the price of raw sugar was fixed at £30 6s. 8d. per ton for a period of three years. This gave a great impetus to cane cultivation and the industry progressed satisfactorily. New districts were opened up, and the stability afforded by the agreement led to an increase in the capacity and efficiency of nearly all the mills. This agreement terminated with the 1922 season, and the price fixed by the Federal Government was then reduced to £27 per ton for raw sugar. The Federal Government granted an embargo for two years against the importation of sugar grown in countries where black labour was employed. The policy of Australia as a "white Australia" is now firmly established, and black-grown sugar cannot be allowed to compete with sugar grown in Australia. The price for sugar in 1928 is not yet definitely known, but will probably be about £20 15s. per ton.

The total tonnage of cane crushed in the Mackay District during the 1928 season was 619,674 tons, which produced 89,308 tons of raw sugar and 2,788,533 gallons of molasses. It is estimated that over 22,000 white people are supported by the industry in the Mackay District alone. Quite apart from this vast army of white men earning good wages, many thousands more find employment in shipping and handling the sugar on lighters and on wharves.

There are still considerable areas of new land available for sugar-growing, and the Mackay District is worth consideration by intending settlers. Land here is cheap when compared with other sugar districts. The rainfall is satisfactory, the annual average being about 70 inches. The climate is healthy, and well suited to the white race. Industrious, steady men can always

C. F. TILSE

High-Class Ladies and Gent's Tailor,
Sydney Street, Mackay.

Specialist in Dry Cleaning.

Have your Suit Dry Cleaned
and Tailor Pressed by
TILSE THE TAILOR,
SYDNEY ST., MACKAY.

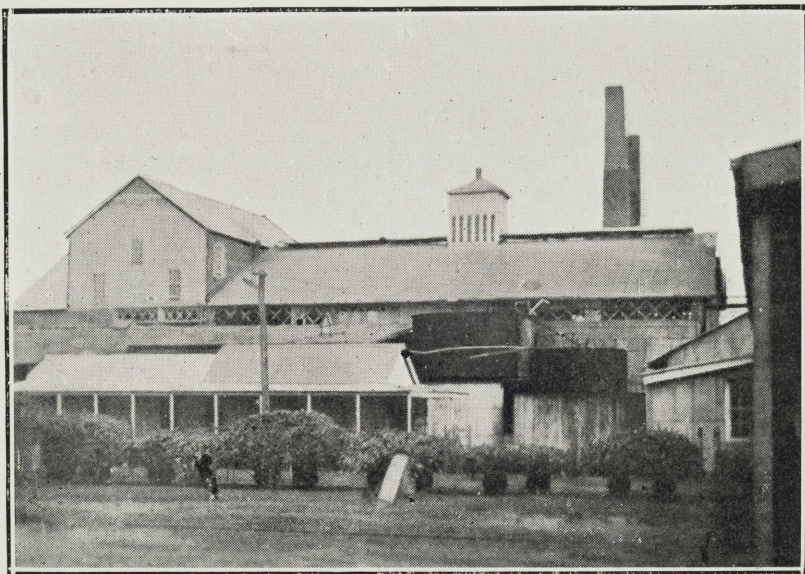
Slade Point, Mackay

The popular Seaside Resort and an Ideal Spot for Health and Recreation. Come along and enjoy the Surf and Glorious Ocean Breezes. It's only 20 minutes by Car from the City and a Dodge Car is at your Service. Furnished Houses available at all times. Ring 'Phone 369 (day), 252 (night), G. A. HARRISON. The Sea Side Provision Store is stocked with fresh Goods and all that Picnic Parties fancy in necessities and dainties. Iced Drinks and Morning and Afternoon Teas. Week-end Parties specially catered for.

For full particulars 'Phone 252, or write to
C. O. Harrison, 66 Gregory St., Mackay

find employment in the district. If they become settlers and get farms of their own they will soon find themselves in a comfortable position. The sugar industry has been a wonderful asset to Mackay and, given a stabilised price for sugar, the district is bound to prosper.

There are at present seven sugar-mills in the district—Farleigh, Pleystowe, Plane Creek, Marian, Racecourse, Eton, and Cattle Creek. In the limited space of this booklet a full account of all the mills cannot be given, but a few may be mentioned to give readers some idea of the importance of the industry to the district and the wonderful progress it has made.



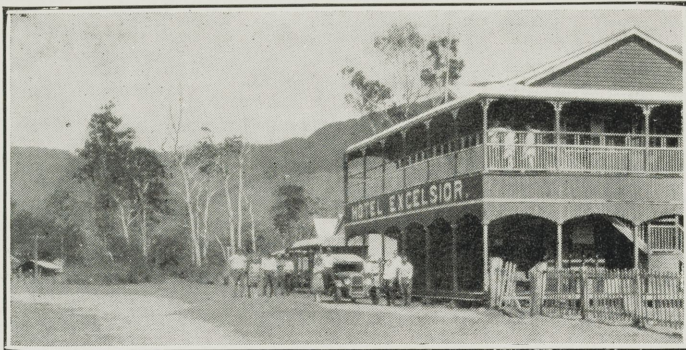
FARLEIGH SUGAR MILL, MACKAY.

In 1867 there were only about 2,000 acres under cane; to-day the acreage is over 60,000. At one time there were numerous mills of small capacity scattered over the district, but it is now found that seven well-equipped and well-managed mills can treat all the cane available. These seven mills have all attained a high standard of efficiency.

A large sum of money has been expended on all the mills to keep them thoroughly up-to-date, and many improvements and extensions are being carried out at the present time.

Excelsior Hotel, Netherdale

The Gateway to the Glorious Eungella Range



Situated at the foot of the Eungella Range amidst beautiful scenery, this hotel offers comfort and convenience for Tourists and the Travelling Public. The proprietor is always pleased to convey Visitors to the Beauty Spots of the District, Moderate Tariff.

J. R. Cunningham, Proprietor.



HAULING TIMBER, EUNGELLA RANGE.

Farleigh Mill is situated about seven miles from Mackay, on the Main Northern Railway, and is one of the largest mills in the district. It is in the centre of a rich sugar-growing area. The mill was extensively improved in 1922 to cope with the increased quantity of cane formerly milled at Homebush by the C.S.R. Co., but this cane now goes to the Racecourse Mill. The mill is now capable of treating 130,000 tons of cane in a



CANE-CUTTERS, MACKAY DISTRICT.

season. From July to November 1928 the mill treated 92,980 tons of cane, which produced 12,691 tons of sugar. This cane was supplied from farms all under the management of the individual owners.

The mill is now owned and conducted by The Farleigh Co-operative Sugar Milling Association Limited, and is entirely in the hands of the local growers. Generally speaking, the Farleigh Mill treats all the cane grown along the railway line between Farleigh and St. Helens. Cane grown north of St. Helens goes to the mill at Proserpine.

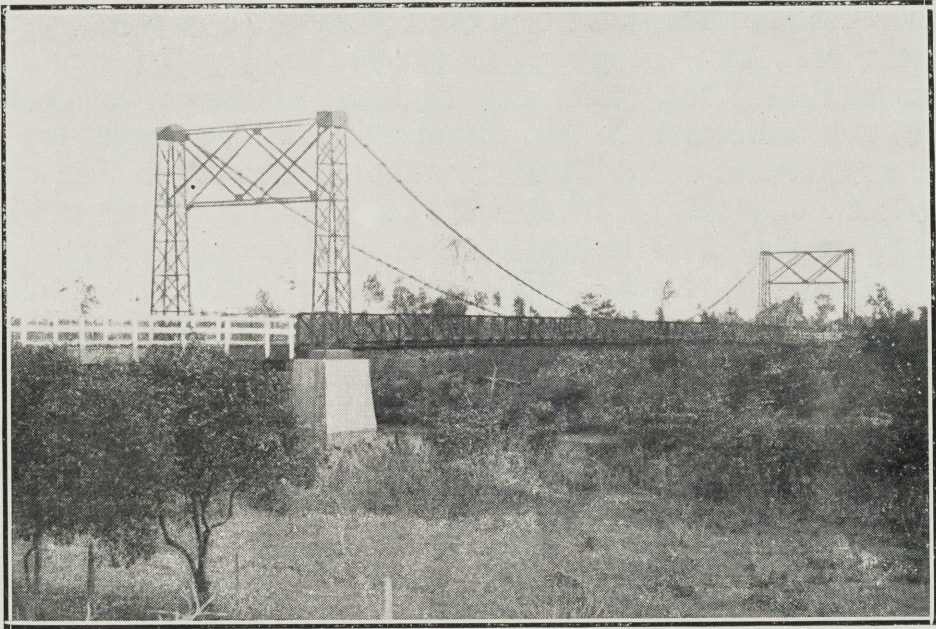
The Pleystowe Central Mill Company has a large mill at Pleystowe on the railway line and about 12 miles west from Mackay. The present company took over the property in 1894, and has given much attention to the extension and increased efficiency of the mill, which is now in a position to handle a 130,000-ton crop of cane in a crushing season of six months. During the 1928 season the mill crushed 108,994 tons of cane, which produced 16,527 tons of sugar. The cane supply is drawn from all directions. Many miles of permanent tramways connect



CLEARING NEW LAND FOR SUGAR-CANE PLANTING, MACKAY DISTRICT.

suppliers' lands with the mill, while a considerable quantity is received over the Government railway. About 150 farmers (mostly small growers) supply cane; so that, with cutters and labourers, a large number of men are directly dependent upon the success of the mill. New areas are being developed by the company at the present time. Two general stores, two boarding-houses, residences of the mill staff and married employees, and several neighbouring farmers constitute a little township grouped about the mill.

The Plane Creek Mill is situated at Sarina, about 23 miles south from Mackay, and on the Main North Coast Railway Line. Up to the early nineties this district was almost entirely taken up as grazing selections. Settlement increased rapidly, and in 1895 sufficient cane was being grown in the area to warrant the erection of a mill. Application was made to the Government for an advance under "*The Sugar Works Guarantee Act of 1893.*" The application was approved by the Government and a loan of £65,000 was ultimately granted. The first crushing was in 1896, when a small crop of 3,579 tons was milled and



SUSPENSION BRIDGE, SANDY CREEK, ON THE ROAD TO SARINA.

converted into sugar. The company had many trials and difficulties to contend with, but kept pressing onwards, and to-day has one of the most efficient mills in Queensland. Besides an up-to-date mill the company owns over 50 miles of tramlines connected with the mill, four locomotives, and some 500 cane and sugar trucks. With the extension of the district along the North Coast Railway Line the Plane Creek Mill draws its cane, apart from its tramways, from some 45 miles south, covering an additional area of not less than 100 square miles. The growth of the district has necessitated the construction of tramline feeders to the railway. At Carmila about 5 miles and at Koumala about

2½ miles have been added, together with the usual locomotives and trucks, for the efficient transport of the cane. As settlement and development is progressing rapidly, the construction of further tramlines is under consideration. Derricks have been erected at every railway siding within this new area, and the district is well supplied with all conveniences for dealing expeditiously with sugar-cane.

The Plane Creek Mill is the largest and most efficient mill in the Mackay District. It is capable of treating 150,000 tons of cane in a season of 26 weeks. In 1928, 122,426 tons of cane were crushed. This gave a yield of 17,889 tons of sugar, which at the probable season's price of £20 10s. per ton would be worth £366,724 10s. This sum is divided between the grower and the millowner in the proportion of two-thirds to the canegrower and one-third to the millowner. They in turn must pay their employees a living wage during the period of employment. It should be mentioned that 1928 was not a favourable sugar-growing season, owing to exceptionally dry weather conditions. The prospects for 1929 are very bright, and a much increased output may be anticipated.

Cattle Creek Mill, situated at Finch Hatton, 38 miles west from Mackay, although of smaller capacity than any of the mills already described, serves a very rich sugar district near the foot of the Eungella Range. This mill was erected in 1906, and after many initial difficulties is now making steady progress. Unlike some of the other mills in the Mackay sugar area, it has had no monetary assistance from the Government. The capacity of the mill exceeds the supply of cane available, but as the surrounding district is being rapidly cleared and put under cane it will soon be necessary to extend the mill.

In the 1928 season the Cattle Creek Mill crushed 49,230 tons of cane, which produced 7,033 tons of sugar.

In 1922 the farmers living in the Pinnacle district, six miles from Finch Hatton, built a tramline to the Cattle Creek Mill. The line cost £16,000, and the whole of this sum was subscribed by the farmers and business people of Finch Hatton. The line was handed over to the mill as a free gift. Similar action was taken by the farmers of the Wilson's Paddock district, about

two miles from Finch Hatton, and in this instance also the line was handed to the mill as a free gift. To assist another body of farmers in a new district known as the Beatrice Creek lands, situated about five miles from Finch Hatton, the company decided to subscribe half the cost of a tramline. Such patriotism to a mill speaks volumes for the class of farmer around Finch Hatton and for their faith in the future of the district.

The Result of the 1928 Crushing Season in the Mackay District.

Although official figures were not complete at the time of going to press, the following table will be found fairly near the actual results for the 1928 season. A few returns are still to come:—

Mill.			Tons Cane Crushed.		Tons Raw Sugar Produced. 94 n.t.
Plane Creek	122,426	..	17,889
Pleystowe	108,994	..	16,527
Farleigh	92,980	..	12,691
Racecourse	91,381	..	13,452
Marian	88,388	..	13,085
North Eton	66,275	..	8,631
Cattle Creek	49,230	..	7,033
			<hr/>		<hr/>
			619,674		89,308

The price per ton to be paid for 1928 had not been fixed when this was written. Assuming that the price is fixed at £20 10s., the value of sugar grown in the Mackay District in 1928 would be £1,830,814.

SUGAR EXPERIMENT STATION.

The Sugar Experiment Station was established for the purpose of serving canegrowers. It is situated about three miles from Mackay. The work carried out includes the constant introduction and testing of new varieties of cane, so that farmers may be supplied with new sorts, good as croppers and sugar-producers. Every variety is chemically tested each season, so that records may be obtained of the sugar content at different times during the crushing period. Experiments are also initiated

beginning is made with a good class of dairy herd, there can be little fear of the result. It costs no more to feed a good cow than a poor one, but the result is soon apparent in the size of the monthly cream cheque.

ACKNOWLEDGMENT.—The writer of this booklet is indebted to the Mayor and the Town Clerk of Mackay, the Secretary of the Chamber of Commerce, the Secretary of the Harbour Board, and others for the use of photographs, and for valuable assistance during his recent visit to the Mackay District.

RAILWAY TIME TABLE—BRISBANE-MACKAY.

JANUARY, 1929.

Leave Brisbane Central—Mondays, Wednesdays, and Fridays, 1.45 p.m.

Arrive Mackay—Tuesdays, Thursdays, and Saturdays, 4.30 p.m.

Leave Mackay—Tuesdays, Thursdays, and Saturdays, 9.30 a.m.

Arrive Brisbane Central—Wednesdays, Fridays, and Sundays, 12.10 p.m.

Passengers may also travel by the Rockhampton Mail train, which leaves Brisbane Central at 9.15 p.m. daily (except Saturday). This train connects with the train leaving Rockhampton daily (except Saturday) at 7.30 p.m., and arriving in Mackay the following morning at 9.50.

As the above timetable is liable to alteration, intending passengers should make inquiries at Railway Stations or at the Government Tourist Bureau.

Brisbane. 30th January, 1929.

JOHN OXLEY LIBRARY
THE MACKAY DISTRICT NORTH
QUEENSLAND : FERTILE SUGAR AREA,
2ND ED.

JO-06647552-00-003

ANTHONY JAMES CUMMING, Government Printer, Brisbane.

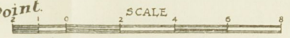


MAP

SHOWING RAILWAYS IN THE

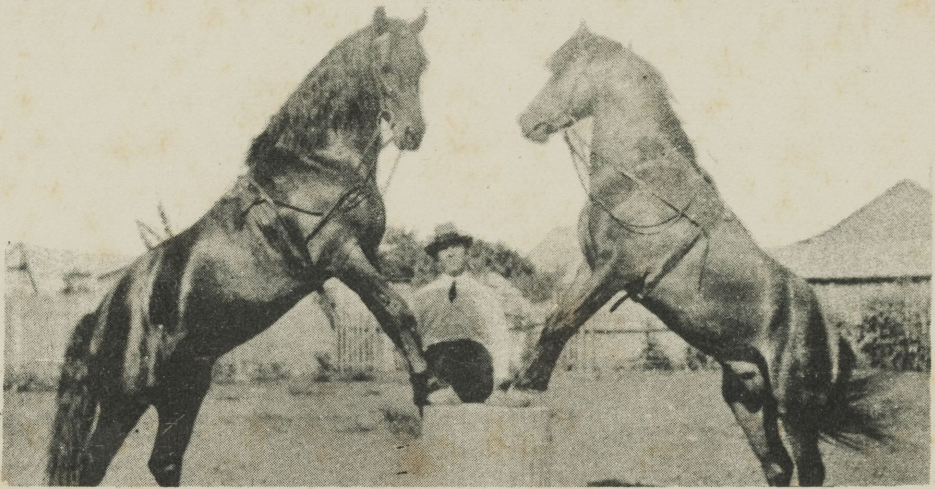
MACKAY DISTRICT
QUEENSLAND

PREPARED UNDER INSTRUCTIONS FOR THE
COMMISSIONER FOR RAILWAYS.



RAILWAYS
TRAMWAYS

**Don't pass through Mackay without having a look at
The only Private Zoo in Queensland.**



A Peep into the Wilds.

A glimpse at inhabitants from the depths of the mighty sea, the blue mountain tops, forests of darkest Africa, and swamps and scrubs of sunny Australia. Huge 'Gators in and out of water, also the sleepy Turtles showing all their quaint and peculiar habits. The Eagle sits kingly and supreme, accompanied by Wild Ducks, Pigeons, Plovers, etc., as free and contented as in their natural haunts. 'Possums and Bears abound, while almost human Monkeys indulge in a continuous chatter throughout the day. Beautiful Golden China Pheasants, birds of the very rarest species, and gayest plumage, chirp as they flit from bough to bough. These, with the sweet notes of the Canaries and the warble of the Butcher Bird and Magpie, go to make up a wonderfully weird and wild collection. The finest Private Zoo in the State. Performing Pony, Monkeys, and Dogs, every Saturday at 3.30 p.m., or at special times by request at

**McGuire's Belmore Arms Hotel,
Wood Street ['PHONE 193.] Mackay.
P.O. Box 210.**

**Here all Ales sparkle like Diamonds and Spirits are
The Real Thing.**

Tariff: 8s. per day.



77104315

Recognised as
THE LARGEST GENERAL STORE
in North Queensland

Marsh & Webster Ltd.

A Striking Example of
53 years' Honest Trading.

As a result of our Policy—

“QUALITY FIRST,”

it is to-day bigger, brighter,
and better than ever.

WE want your business—YOU
cannot afford to be without
our Values.

MARSH & WEBSTER LTD.

Universal Providers @ MACKAY.